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## Inventory &amp; Analysis

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## Summary of Existing Plan Recommendations

**Lake Ontario Shoreline Resource Evaluation Study, 1979**

Concerned that future demands might have an adverse effect on the Lake Ontario shoreline, in 1979, the Town of Greece prepared the Lake Ontario Shoreline Evaluation Study. The purpose of the study was to evaluate the Lake Ontario shoreline and develop a set of guidelines and recommendations that would help plan, develop and manage the Town's shoreline resources. Some of the Study's findings and recommendations include:

***Standards for Development of Shoreline Recreational Facilities***

- ▶ Fishing facilities including piers, parking, signage, embankments etc.
- ▶ Swimming facilities including beaches, water quality, accessibility, signage, parking, etc.
- ▶ Boat launches, parking, circulation and access, etc.

***Recommendation for Specific Recreational Opportunities***

- ▶ The leasing of Braddock Bay State Park by the Town of Greece from the State of New York.
- ▶ Expand parking at Braddock Bay old trolley causeway.
- ▶ Improve access, parking and construct a fishing pier at Long Pond along Lake Ontario State Parkway.
- ▶ Improve the parking lot, expand and upgrade picnic areas and incorporate signage at the Braddock Bay north (west) spit.
- ▶ Improve parking and include signage along Edgemere Drive at Buck Pond, Long Pond and Cranberry Pond.
- ▶ Improve the car top boat launch at north corner of Cranberry Pond.
- ▶ Build two boat launches on land owned by Monroe County at the Long Pond outlet.

**Barge Canal Access Study, Town of Greece New York, 1988**

The purpose of the study was to "identify and determine the feasibility of public access points to the Barge Canal and to recommend appropriate improvements and amenities for those access points within the Town of Greece". Some of the recommendations made in the study are listed below.

- ▶ The replacement of the Long Pond Road overpass by the State will allow for the continuation of the canal trailway from the Town of Gates. A trail interchange along the bridge is also recommended.
  - ▶ Develop a trailway within the Town's existing fifteen foot wide bikeway easement and along the overpass.
- ▶ Develop an interpretive center at the intersection of Old Clinton's Ditch and the Barge Canal. Limited parking area at Ridgeway Avenue in this area is also recommended.
- ▶ Develop a paved trailway within the service right-of-way by the Town with a long-term permit from the State (near marina).

- ▶ Signage for trails, pedestrian crossings at Ridgeway Avenue and on-street parking.
- ▶ Improve the gravel parking area with a new paved surface and include appropriate signage. Other area site improvements include picnic tables, benches and trash cans (Elmgrove Road and Canal).
- ▶ Consider improvements to the towpath within the Town to the Ogden-Greece Town Line.

### **Town of Greece Local Waterfront Revitalization Program Draft Report, 1988**

The Greece Local Waterfront Revitalization Program Draft Report was completed in 1988 but was not adopted by the New York State Department of State or the Town of Greece. Based on results and conclusions from the inventory and analysis, the Draft LWRP made recommendations which fall into three general categories: preservation, recreation and studies. Specific recommendations include:

#### ***Preservation***

- ▶ Acquire area of environmentally sensitive land along the north shore of Salmon Creek.
- ▶ Create a buffer zone along the south side of Island Cottage Road at its intersection with Edgemere Drive between Round Pond and development.
- ▶ Expand opportunities for sustaining and researching the habitats within the Braddock Bay Fish and Wildlife Management Area.

#### ***Recreation***

- ▶ Provide public fishing access to Slater Creek and Lake Ontario.
- ▶ Create an activity area at Cranberry Pond near Lowden Point Road.
- ▶ Create a nature education center in Braddock Bay Park. (Completed)
- ▶ Construct a fishing pier at the southeast corner of Long Pond.

#### ***Studies***

- ▶ Study the feasibility of a Town park expansion near Frisbee Hill Road.
- ▶ Study the development of public recreation on existing breakwater at the east spit at Braddock Bay (Town Marina).
- ▶ Study the potential for rehabilitation or replacement of Elmhart Hotel and surrounding land and jetties near west spit at Braddock Bay.

### **Parks and Recreation Master Plan Final Report, 1990**

In an effort to preserve land for recreation and open space for future Greece residents, the Town of Greece prepared the Parks and Recreation Master Plan. The study provides an evaluation of recreation facilities and uses and a program for which near and long term recreation improvements could be made. The following specific area recommendations were made:

- ▶ Enhancements to the Braddock Bay Park.
  - ▶ Playground area equipment (completed)
  - ▶ Trails from Long Pond Road to Beatty Point (completed)
  - ▶ Beach development - East Spit
  - ▶ Parking and access improvements at Beatty Point (Long Pond Rd.) (Completed)
- ▶ Develop a new community park in the area north of Latta Road, east of Manitou Road and west of Long Pond Road.
- ▶ Develop a new neighborhood park in the Braddock Height neighborhood.
- ▶ Long Pond channel picnic area.
- ▶ Improve Dewey-Latta community park (completed).
- ▶ Two new neighborhood parks north of Latta Road and east of Long Pond Road.
- ▶ New bike trails along RG&E R.O.W. between Dewey -Latta Park and Long Pond Road (out of study area).
- ▶ Expand connection opportunities to the Erie Canal bike trail.
- ▶ Develop two new neighborhood parks south of West Ridge Road.

### **Waterfront Recreation Opportunities Study, 1990**

The Waterfront Recreation Opportunities Study was produced in an effort to help assist Monroe County understand its current as well as its future potential for waterfront access and recreation. According to the 1990 study, demand for water related recreation exceeds supply and will continue to grow in Monroe County. The shoreline along Lake Ontario offers the most promising opportunities but has its limits because of environmental sensitivity and existing development (private). Some of the study's most significant findings and conclusions which are or could be relevant to the Town of Greece include:

- ▶ The demand for all waterfront recreation exceeds current supply in Monroe County.
- ▶ The lack of waterfront recreation facilities "present a potential loss in revenues" for Monroe County due to the loss of residents and prospective visitors that must go elsewhere to meet their recreational needs.
- ▶ The plan proposes the use of incentives to development which meets a recreational need and/or provides public access to the waterfront.
- ▶ Deficiencies in swimming facilities are a high priority and Braddock Bay, Durand Eastman Park, Irondequoit Bay (outlet area) and Webster Park are all listed in the study as opportunities for future swimming facilities.
- ▶ Further develop the existing marina on the western side of Braddock Bay to reach its full capacity.
- ▶ Provide fishing access to meet projected future demand for shoreline fishing along Salmon Creek and the Buck Pond outlet.
- ▶ Listed the east spit at Braddock Bay as an important area to provide scenic access.
- ▶ Projected that future demand for trails in the Salmon Creek and Erie Canal areas will be very high.
- ▶ Monroe County is the third largest county in New York State in terms of the number of boats registered to its residents.
- ▶ According to a conservative estimate there is a 350 boat slip deficit in Monroe County and demand is projected to increase.
- ▶ Acquire access easements for linkage between publically owned land and/or reserve access on privately developed land such as areas along Salmon Creek.

### **Town of Greece Master Plan, 1992**

In 1992 the Town of Greece, with assistance from a team of consultants, prepared a Town wide master plan. The plan evaluated the current and future needs of the Town and prepared goals and objectives for future development. Some of those recommendations are listed below.

- ▶ Low density transitional residential development recommended for area east of Island Cottage Road and west of Round Pond.
- ▶ In an effort to preserve open space the plan recommends passive open space around Salmon Creek with some low density transitional residential development south of Salmon Creek near Hogan Road (Open Space Preservation: The Western Corridor)
- ▶ Maintain and enhance the visual quality (views) of the Braddock Bay and Lake Ontario as well as the Braddock Bay Fish and Wildlife Management Area along the Lake Ontario State Parkway.
- ▶ Protect historic resources such as the Elmhart Hotel area, the junction of the NYS Barge Canal and the Old Erie Canal, and the historic house near the Erie Canal and Route 386.
- ▶ Enhance areas at the south end of Braddock Bay for waterfowl nesting and breeding.
- ▶ Improve public access to Lake Ontario. Opportunities include site of former Elmhart Hotel, the eastern spit of Braddock Bay, and the strip of land between Edgemere Drive and Lake Ontario west of Dewey Avenue.
- ▶ Roadway improvements to Dewey Avenue north of Latta Road and to Ridgeway Road from Long Pond Road east to I-390.
- ▶ Explore alternatives for use of the Kodak land south of the Erie Canal and west of Long Pond Road.
- ▶ Proposed neighborhood parks in the Braddock Heights area and the area east of Dewey Avenue and north of the Lake Ontario Parkway.
- ▶ Improve "gateways" to Greece at both ends of the Lake Ontario State Parkway.

### **Braddock Bay Fish & Wildlife Management Area, Management Plan, 1995**

Since 1980 the New York State Environmental Conservation Division of Fish and Wildlife Bureau of Wildlife Management and the Town of Greece have been updating the Braddock Bay Fish & Wildlife Management Plan. The purpose of the Plan “is to establish fish and wildlife management objectives and to outline development, management, maintenance and public use procedures for the Braddock Bay Fish and Wildlife Management Area”. Some of the recommendations and concerns outlined in the plan are listed below.

- ▶ In an effort to protect wetland and permanent grasslands, it is necessary to eliminate the use of all off road vehicle use in the Braddock Bay Fish and Wildlife Management Area.
- ▶ Acquire all remaining wetland areas south of the Lake Ontario Parkway and adjacent to Rose Marsh and Braddock Bay. Also try to acquire Round Pond and the west spit on Braddock Bay.
- ▶ Protect the remaining 68 acres of woodlots in the Braddock Bay Fish and Wildlife Management Area from any type of clearing or development.
- ▶ Illegal dumping and littering is a concern.

### **Town of Greece New York, Erie Canal Plan, 1997**

The Greece Erie Canal Plan was produced to help the Town of Greece develop a vision and development concept for the Erie Canal corridor. The three primary goals and objectives of the plan was to initiate and sustain economic development, enhance the quality of life and protect resources. The Plan’s framework is based on a mixed use development concept with a “green” focus. Some of the study’s most significant recommendations include:

- ▶ New “Ports’ adjacent to Long Pond Road that includes a “Canal Access Center” and preserves the majority of the corridor as a natural, cultural and recreational greenway.
- ▶ Develop a “Greece Port” located west of the Long Pond Road bridge that has a more architectural and urban development character.
- ▶ Develop a “Green Port” adjacent to the Greece Port but with more park-like character which will protect the rural and historic integrity of those areas.
- ▶ Planned Development Areas that encourage water dependent and water enhanced uses.
- ▶ Industrial uses with low environmental impacts and a focus on “worker amenities”.
- ▶ National Heritage Area Designation
- ▶ State-wide Erie Canal Heritage Trail
- ▶ Comprehensive Canal Trail Program
- ▶ Canal Corridor Maintenance Program
- ▶ Town-wide Industrial Opportunities Study
- ▶ Town Open Space Program
- ▶ Festival Site and Amphitheater

### **Eastman Kodak Company, Draft Land Use Study for KPV/KPY Properties, 1997**

The Kodak Company retained the services of a consultant to prepare a land use strategy for property owned in the Town of Greece, south of the Erie Canal. The Kodak owned property lies primarily within the Town of Greece and consists of approximately 502 acres. The KPV property is approximately 212 acres and is located south of the Erie Canal, west of Long Pond Road, north of Gates/Greece Townline Road and east of Elmgrove Road. The KPY property is approximately 290 acres and consists of several parcels located south of the Erie Canal, west of Elmgrove Road, north of the Gates-Greece Town Line and east of the Greece-Ogden Town Line.

The study outlined four alternative land use plans, one which was named as a preferred strategy. The preferred strategy incorporates mixed uses on “net” developable acres at KPV, while allowing KPY to remain primarily industrial with a small portion for residential uses. The strategy recommends keeping the apple orchard and selling the open space/agricultural rights to the current operator.

## **Draft State Open Space Conservation Plan and Draft Generic Environmental Impact Statement, 1997**

New York State's first Open Space Conservation Plan was authorized by State Legislature in 1990. One of the Plan's primary objectives is to protect and/or conserve open space, farm land, habitats and ecosystems, water quality, scenic resources, air quality and historic sites for future generations while providing space for homes, commercial centers and industrial plants we need. The legislature requires an update of the Plan every three years. Recommendations from the 1997 Draft Plan relative to the Greece Local Waterfront Revitalization Plan include:

- ▶ Braddock Bay - Expand and continue to protect the Braddock Bay Fish and Wildlife Management Area.
- ▶ Continue to expand and promote the use of the New York State Canal System as a recreation corridor that provides hiking, bicycling, water access and other recreational opportunities.

## **City of Rochester Local Waterfront Revitalization Program Draft Report, 1998**

The Rochester Local Waterfront Revitalization Program (LWRP) is currently being updated and expanded. The plan is expected to be completed and adopted sometime in the first half of 1999. The LWRP suggests how the protection, enhancement and utilization of the Erie Canal, Genesee River and Lake Ontario can be maximized to protect the resource, enhance Rochester's quality of life, and stimulate economic growth.

The Plan suggests that the City of Rochester has an opportunity to leverage its lake, river and canal waterfronts to significantly improve the quality of life and develop destination tourism as the major public policy focus for the 21st Century while protecting the valuable water and natural resources that create this very opportunity. The following goals of the LWRP support this direction.

- ▶ ***Improve the quality of life for Rochesterians and attract new people to the City***
  - ▶ improve the image of Rochester to its residents and to outsiders
  - ▶ connect neighborhoods to enhanced waterways
  - ▶ provide new and enhanced recreational and entertainment opportunities for residents along their waterways.
- ▶ ***Increase international and national tourism through entertainment, recreation and culture***
  - ▶ promote tourism that sells Rochester's waterfront, cultural, sports and entertainment assets
  - ▶ target tourism for families
  - ▶ create unique entertainment to compete for tourism dollars
  - ▶ promote tourism with enough value to keep people for overnight stays
  - ▶ set high goals for increased visitation (1.5 million tourists in the next 5 years)
  - ▶ create a four season tourism industry
- ▶ ***Leverage & facilitate market driven private development & job creation***
  - ▶ development & jobs supported by an enhanced visitor & tourism economy
  - ▶ development & manufacturing/service jobs supported by an improved image and quality of life
- ▶ ***Protect environmental & cultural resources***
  - ▶ improve the water quality of Rochester's three great waterways
  - ▶ protect the natural and park-like character of the waterfront
  - ▶ protect, enhance and interpret significant natural and habitat features
  - ▶ protect, enhance and interpret cultural and architectural features

The vision that has been established by the LWRP Advisory Committee for Rochester's Waterfront is....

- ▶ **"Alive"** - a living & active waterfront all year long with visitor & resident amenities & character; there is more to do than you could have time for; residents, recreational opportunities, interpretation, and education provide vitality; the waterfront is economically viable & healthy.
- ▶ **"a Unique Environment"** - three extremely distinct water resources improve the quality of life for regional residents & businesses; the unique waterways environment provides interest and variety for visitors.
- ▶ **"a Destination"** - attracting visitors from around the world in addition to our backyard; facilities are available to visitors upon arrival; there are no disappointments; return visits are frequent.
- ▶ **"a Gateway"** - international travelers use Rochester as a gateway to the region, to the three great waterways and to metropolitan Rochester; our user friendly transportation systems and full range of services welcomes visitors.
- ▶ **"fully Connected"** - user friendly, creative and fun linkages connect destinations, services and resources; there are transportation, thematic & visual connections between identifiable & distinct program sites, and to river.
- ▶ **"highly Recognized"** - Rochester's internationally and locally recognized image is perceived and promoted as the World's Image Center & as a unique waterfront community; civic pride runs rampant; a waterfront development theme is clearly understood and promotes Rochester's image and attracts visitors and residents to the City.
- ▶ **"Dramatic & Diverse"** - the waterways corridor contains diverse and dramatic built, historic and natural environments; a wide variety of attractions & entertainment enhance the environment; changes & transitions are emphasized and recognized.

The final plan will represent a viable, feasible design that integrates the use of the three great waterways (Lake Ontario, the Genesee River and the Erie Canal) into a strategy to increase, possibly dramatically, economic development and the quality of life for the Greater Rochester area.

### **Sea Breeze Revitalization Plan Draft Report, 1999**

In an effort to revitalize one of its oldest neighborhoods the Town of Irondequoit prepared the Sea Breeze Revitalization Plan. The purpose of the plan is to rediscover economic development, improve quality of life, attract destination tourism and protect the environmental qualities of the area.

The Sea Breeze Peninsula was once a dramatic waterfront resort destination. The only remaining physical attractions from the neighborhood's historic past is the SeaBreeze Amusement Park and the natural characteristics that will always make the Sea Breeze Peninsula so attractive. Based on a thorough investigation and analysis of the physical, historic, social and economic aspects of the area, a *Conceptual Framework* was developed that ultimately is at the foundation of the recommendations set forth in the plan.

#### ***Conceptual Framework:***

- ▶ Peninsula Wide Themes
- ▶ Area Themes
- ▶ Land Use Concept
- ▶ Circulation & Access Concept
- ▶ Parking Concept

#### ***Along with the Conceptual Framework the Plan outlined 5 economic goals:***

- ▶ Increased business
- ▶ A revitalized environment for existing area establishments and residences
- ▶ Compatibility with the overall neighborhood environment
- ▶ Creation of additional businesses and jobs
- ▶ An increase in property and sales tax base of benefit to all

*A few specific recommendations that support the concept and economic goals of the revitalization include:*

*Parks & Open Space*

Parks and open space should be enhanced and preserved with a primary goal of improving public access to the waterfront. The development of the Irondequoit Bay Marine Park should be completed and the park renamed to better reflect the nature of the park and the Sea Breeze area. With the realignment of SR-590, there is an opportunity to enhance the north end of the Marine Park with a Bayside boardwalk and an amphitheater/ festival site. Transient docking and a small scale “muscle power” marina with a community boating program could be included in this area. A Lake boardwalk and park should be developed north of the SeaBreeze Amusement Park along Culver Road overlooking Lake Ontario.

*Tourism & Visitors*

Assist in the initiation of a regional organization or board that will help guide tourism and ensure that tourism development benefits both the local and regional communities. The clearinghouse should consist of representatives from around the region that come together and develop a master plan for tourism that best meets the needs of the entire region. The plan would help ensure that communities do not exceed the demand of specific types of destinations and services, provide important economic data, make recommendation and inform other destinations of current regional activity and development. A plan could help give Sea Breeze a tourism identity and security.

*Nature/Eco Center*

Facilitate a center that is aimed at educating and entertaining the public regarding local history, wildlife, natural habitats and environmental preservation and conservation. Irondequoit Bay provides a unique opportunity to entertain visitors and residents of the Sea Breeze area with environmental education. Sea Breeze could display and interpret its history and environmental sensitivity in an amusement park and trolley museum, interpretive trails, signage and a nature / ecological center.

## Land/Water Use & Ownership

It is clear that due to the limited usable space available in the Lake Ontario waterfront area, development of the remaining areas should be carefully planned, controlled and regulated. Uncontrolled development could result in serious environmental problems, scenic quality deterioration, reduced public access, and a general inability to meet the needs of the greater number of people. New developments, including housing, commercial or recreational facilities, should respect and not diminish the existing residential character and qualities of the Waterfront areas. Below, we have identified existing problems and opportunities that should be addressed by a cooperative effort between private enterprise, residents, and local government. They are:

- ▶ Parking availability and quality at various key access points to recreational uses such as along Edgemere Drive at Long Pond, at the mouth of Little Pond/Slater Creek, Braddock Bay Marina, Cranberry Pond boat launch, Buck Pond Outlet and public parking near the Erie Canal.
- ▶ Deteriorated and/or underutilized structures such as:
  - ▶ Deli/Convenient Store (closed) for sale or rent - corner of Lowden Point Road and Edgemere Drive
  - ▶ Island Cottage Hotel (closed) - corner of Island Cottage Road and Edgemere Drive
  - ▶ Odenbach building off Dewey Avenue
- ▶ The absence of desirable infrastructure and roadside amenities such as:
  - ▶ sewers to all neighborhoods and homes (i.e. Payne Beach, Manitou Beach).
  - ▶ guide rails and other traffic control devices
  - ▶ landscape screening
  - ▶ curbing and gutters
  - ▶ unique signage system identifying natural features, public access, recreational facilities, etc.
- ▶ The lack of trail and bicycle connections to and within the waterfront area that could be improved with:
  - ▶ improvements to the SR 390 Multi-use Trail
  - ▶ improvements to the NYS Canal Recreationways Trail
  - ▶ use of the Hojack right of way
  - ▶ pedestrian and bicycle improvements along existing streets and ways

The general appearance of residential structures throughout the Waterfront area is very good with the exception of a few. Careful planning and judicious timing will be necessary to ensure that infrastructure keeps pace with development activity while providing for an orderly and efficient development pattern. Care must be taken to see that these viable and stable residential areas are not impacted by commercial expansion.

Waterfront area housing contributes positively to the Town's tax base. Opportunities for new housing development include much of the area south of the Lake Ontario State Parkway where wetlands or agricultural land would not be impacted.



### **Water Dependent Uses**

With the exception of the two Braddock Bay marinas, the small boat marina on Long Pond and the small marina on the Canal, there are few water dependent uses in the Greece waterfront areas. However, the existing water dependent uses are important recreational destinations within the waterfront areas and should be preserved. Furthermore, future water dependent uses should be encouraged and take priority over non water dependent uses along the shoreline.

### **Existing Water Use**

Greece waterfronts have been and will continue to be popular recreation destinations. The following uses have been reported:

- ▶ Motor boat use primarily takes place on Lake Ontario, Braddock Bay and the Erie Canal. Some motor boat use does take place on ponds such as Long Pond and Cranberry Pond.
- ▶ Fishing is a popular recreational activity in most places within the Lake Ontario waterfront area including: Lake Ontario, Braddock Bay and all of the ponds. Ice fishing is also popular on Braddock Bay. The Erie Canal is not considered a popular fishing destination.
- ▶ Wind surfing is a popular recreational activity on Long Pond.
- ▶ Small muscle-powered boating (i.e. canoes, kayaks, row boats, etc.) takes place on Braddock Bay, the ponds and the Erie Canal.
- ▶ Swimming has been observed along the Lake Shore. However, with the exception of the northern part of Braddock Bay park, swimming takes place on private property.

### **Existing Land Use Ordinances & Zoning**

Existing zoning is documented on the Town's official zoning maps and in the Town's Zoning Ordinance.

#### ***Lake Ontario Area***

The area along the Lake Ontario shoreline is primarily zoned as Single Family Residential and Public Land. Public Land surrounds Braddock Bay and much of the area around the ponds (Cranberry Pond, Long Pond, Buck Pond, and Round Pond.) Smaller pockets of Multiple Family Residential and Restricted Business lie within or adjacent to Single Family Residential and Public Land zoning districts. Land zoned as General Industrial is predominantly located along Dewey Avenue and Greenleaf Road north of the Lake Ontario State Parkway. The area east and west of I-390 as it intersects the Parkway is also zoned as General Industrial.

#### ***Erie Canal Area***

Existing land uses are documented in the Town's recently completed Master Plan. The existing land uses within the Erie Canal Corridor include a mix of light industrial, commercial, residential, agricultural, recreational, park and open space.

Substantial open lands currently exist within the corridor that are either protected by environmental limitations or parkland designation. Additional open land is not protected, including substantial acreage currently owned by Eastman Kodak on the south side of the Canal, land on the north side of the Canal just west of Greece Canal Park and a 17 +/- acre parcel of land directly east of the Junction Lock.

The existing zoning within the Erie Canal Corridor includes a mix of General Industrial, Commercial Office,

Commercial Retail, Public Land and Residential zones. A substantial amount of undeveloped General Industrial zoning exists on the south side of the Canal. The Town Master Plan recommends that the majority of the General industrial zoned land be rezoned to a Planned Development zone. This zone would encourage a mix of residential, light industrial, commercial, recreational and open space uses.

### **Land Ownership & Control**

Land within the Lake Ontario waterfront area is predominantly publicly owned and environmentally sensitive or privately owned with a residential use. Most of the public land is within the Braddock Bay Fish and Wildlife Management Area (BBFWMA) and is owned by the New York State Department of Conservation. The BBFWMA includes approximately 2000 acres of environmental sensitive land, mostly wetlands, which deserves a high level of protection from adverse effects of development. New York State also owns approximately 400 acres, including the Braddock Bay Park, Braddock Bay Marina and Beatty Point which, since 1982 has been administered by the Town of Greece under the conditions of a 99 year lease.

Land within the Erie Canal waterfront area is predominately privately owned and is either under residential use or undeveloped. The Eastman Kodak Company is the largest private land owner in the area with approximately 400 acres, all south of the Canal between Long Pond Road and Manitou Road. Public land in the area includes the New York State Canal Corporation, Monroe County and the Town of Greece.

## **Public Access & Recreation**

The Erie Canal, Lake Ontario, Braddock Bay and the associated ponds and wetlands are an invaluable local recreation asset.

The manmade coastal environment of Greece's Waterfront is one that lies in delicate balance with the existence of wetlands as a valuable fish and wildlife habitat. It is a waterfront, however, that offers many opportunities for development of recreational facilities which can ultimately become the economic mainstay of the area. The Erie Canal is also a significant opportunity for the town. Largely ignored, with most of the adjacent land undeveloped, the Canal has the potential to be a significant recreational opportunity.

The issue is one that has been argued often and sometimes vehemently from two sides during the past 20 years. The groups involved on the development and recreation side include developers, fishing enthusiasts, boating enthusiasts, and private businesses. Wishing to preserve wetlands and fish and wildlife habitats are local residents, and various local and State preservation factions. With proper planning and management present, future recreational development can coexist in harmony within a sensitive environmental area.

As a result of its proximity to the City of Rochester, the Town of Greece is being subjected to the pressures of urbanization. Much of this shoreline is already occupied by permanent homes. Subdivision development has multiplied rapidly in recent years. This growth could potentially threaten the ecology and environmental quality of Braddock Bay and the Pond Areas which are located in the Greece Waterfront Area.

The future of Braddock Bay is the most active and important issue to be discussed concerning the Lake Waterfront Area. Braddock Bay itself and the immediate surrounding area has been named a GAPC (General Area of Particular Concern) by the New York State Coastal Management Program (NYSCMP). Most of the land in the GAPC is owned by New York State Department of Environmental Conservation (approximately 2,500 acres) part of which is leased to the Town of Greece (approx. 400 acres). The remainder of the land is zoned for single family housing or, in several small pockets, commercial use. Scattered throughout the GAPC are many single family homes with one large subdivision (Braddock Heights) located north of the former State Marina. Five marinas at various locations around the Bay and Salmon Creek have a total of 600 slips now serving the Bay and annually launch approximately 1,600 boats on day trips.

The land adjacent to the Erie Canal is a resource which can be further developed to provide better recreational opportunities. The town should encourage continued development of bike paths, marina and picnic area to make this destination more inviting and accessible to Greece residents.

Public access to the Lake Ontario shore as well as to the ponds and wetlands is limited by the development of the land around these features for single family residential housing. Existing public access and recreation areas include:

### ***Parks, wildlife management/conservation areas:***

#### ***Parks***

The Braddock Bay Park is owned by the State of New York but is now under lease to the Town for 99 years and is thereby controlled and maintained by the town and NYSDEC. The parkland consists of unique geographical features such as a major bay, several large water bodies, extensive marshes and scrubwood areas that serve as recreational areas for people and wildlife habitats.

Facilities within the park include picnic facilities, boat launching sites, softball playing fields, fishing sites and hiking, nature, bicycling and ski-touring trails. In addition to offering these facilities, the park provides one of the most productive sites in Monroe County for birdwatching.

During 1975 the Cranberry Pond Nature Trail was developed within the park. Commencing at the picnic area, the trail extends for approximately two and one half miles through brush and woodlands, and then returns to its starting point. The trail was developed through the efforts of the Greece Environmental Board. Along the trail, 35 varieties of trees and shrubs, 60 varieties of wild plants and more than 100 varieties of birds have been observed.

Small parks scattered throughout the waterfront areas offer local residents recreational opportunities without having to travel across town. In the Lake Ontario waterfront area, Grandview Park in the Grand View Heights neighborhood and Channel Park on the Long Pond Channel are small but important parks with amenities such as: parking, benches, walking trails, play equipment, etc. Henpeck Park and the Greece Canal Park are important recreational parks in the Erie Canal waterfront area and also need to be maintained and expanded when possible.

Slater Creek fishing access area has large fish populations, extensive parking facilities, handicapped accessible fishing platforms plus hundreds of feet of creekside shore area which makes this DEC-operated area the premier fishing spot in the Lake waterfront area.

#### *Braddock Bay Fish and Wildlife Management Area*

In an effort to protect the environmental land in the Lake Ontario waterfront area, the Braddock Bay Fish and Wildlife Management Area was created. In 1982 the New York State Department Office of Parks Recreation and Historic Preservation transferred 2125 acres to the New York State Department of Environmental Conservation. An additional 375 acres was transferred to the Town of Greece under a long term lease, including the Braddock Bay Park, Braddock Bay Marina and Beatty Point. In 1983, the DEC and the Town of Greece entered into a management agreement. The agreement aimed at protecting the valuable wetlands in the area. A review committee was formed to assist in the management of the new Braddock Bay Fish and Wildlife Management Area (BBFWMA). Today the BBFWMA is an important environmental area that includes the habitats of rare and endangered species of birds and animals. Opportunities exist for low intensity educational uses which could help create a greater awareness of the environmental sensitivity of the area.

#### *Municipal docking facilities:*

##### *Braddock Bay Marina*

This facility is owned and was formerly operated by the State, but is now controlled by the Town of Greece under a 99-year lease. Concession rights have been contracted to a private company to operate and maintain the facilities. The marina includes:

- ▶ 300 slips for shallow draft recreation boats
- ▶ Sheriff's boat (occasionally)
- ▶ boating services
- ▶ marine store
- ▶ yard for storage
- ▶ launch ramp and hauling tramway

***Opportunities for new or improved public access facilities include:***

- ▶ Cartop boat launches and limited parking at:
  - ▶ Cranberry Road and Edgemere Drive
  - ▶ Town property at northwest corner of Long Pond Road off Edgemere Drive
  - ▶ Buttonwood Creek off of East Manitou Road
  - ▶ Buck Pond at the outlet to Lake Ontario
- ▶ Trail and parking access at:
  - ▶ Rose's Marsh from Manitou Beach Road
  - ▶ Both sides of Buck Pond off Long Pond Road and Island Cottage Road
  - ▶ Beatty Point from Long Pond Road
  - ▶ Round Pond from Island Cottage Road

Expanding park facilities and improving conditions for boaters would increase public access to a vital recreation resource. The NYS Department of Environmental Conservation has established a limit on the number of boat slips that can be constructed at the Braddock Bay Marina. One problem, for example, is that Salmon Creek offers excellent fishing; however, due to private ownership of adjacent land, access to the creek is often prohibited.

**Public & Semi-public Facilities**

***Public facilities pertaining to government operations and services:***

- ▶ Monroe County Sewage Treatment Plant
- ▶ The Russell Station Power Plant (RG&E)
- ▶ Waterworks Facilities including:
  - Shoremont Water Treatment Plant (Monroe County)
  - Edgemere Booster Stations (Monroe County)
  - Eastman Kodak Co. Water Treatment plant
- ▶ Town Fire Stations
- ▶ Town solid waste landfill north of Northrup Creek (Semi-inoperative, this facility now accepts only dry material, i.e., construction debris)

***Semi-public facilities providing community service and cultural activities:***

- ▶ The Lakeview Community Church
- ▶ Reformed Church at the north end of Long Pond Road
- ▶ St. Mark's Church on Kuhn Road (north side)
- ▶ Jesus is Lord Church on Kuhn Road (south side)

**Commercial Facilities**

The inventory of such facilities identified ten (10) tourist accommodations or restaurants, five (5) marinas of marine related business and a collection of over twenty-five (25) stores, shops, offices, industrial facilities and miscellaneous private businesses. Most businesses in the Waterfront Area depend heavily on patronage from year-round residents of the waterfront area and the Town of Greece.

***Restaurants include:***

- ▶ Crescent Beach Restaurant
- ▶ The Island Cottage Restaurant (closed)
- ▶ Forest Hill Restaurant
- ▶ Schallers Drive-In
- ▶ Charbroil Restaurant
- ▶ Grove House Restaurant
- ▶ Lakefront Deli & Pizzeria (closed - for sale or rent)

***Marinas include:***

***Manitou Beachhouse and Marina - on Manitou Beach Road***

- ▶ 120 slips
- ▶ 33' with 3' draft max. boat size
- ▶ boat launch
- ▶ small boat rental
- ▶ yard storage
- ▶ marine supply store
- ▶ snack bar and restaurant

***Smugglers Restaurant and Marina - Manitou Road Salmon Creek***

- ▶ 40 slips
- ▶ boat launch
- ▶ 8' bridge clearance necessary
- ▶ yard storage
- ▶ bar and restaurant

***Braddock Bay Hotel Marina - Manitou Road Salmon Creek***

- ▶ 50 slips
- ▶ boat launch
- ▶ 8' bridge clearance
- ▶ small boat rental
- ▶ marine supplies and bait shop
- ▶ bar and restaurant
- ▶ yard storage

***Long Pond Sport Shop - Edgemere Drive***

- ▶ 10 slips
- ▶ boat launch
- ▶ 3' to 6' bridge clearance minimum

***Berger Park Marina - off Hogan Point Road along mouth of Salmon Creek***

- ▶ 30 slips
- ▶ boat launch
- ▶ yard storage

***Other Businesses and Light Industrial Facilities include:***

On Dewey Avenue, a large under-utilized industrial building (Odenbach Building) housing Flower City Printing, Vincent Columbia Iron Works, Rochester Metal Fabricators, Old World Stove Co., and Bill Klueber Automotive Supply.

On Ling Road - Upson Tools, M-Bex Plastics, two machine shops, miscellaneous private businesses including:

- ▶ Horizon Fun/X Inc.
- ▶ Lakeshore Golf Course and "Shore Acres" (a par 3 and 4 short course)
- ▶ Small shopping plaza
- ▶ Lakeshore Hockey Arena
- ▶ Carlton North Chevron station

### **Agricultural Lands**

The Town of Greece also contains some residual areas where farming and orchard activities which once flourished are still evident. The pockets of such activity which still remain are primarily located in the western section of the town, including the western section of the Erie Canal corridor.

## **Community & Cultural Resources**

### **Historic & Archeological Resources**

The New York State Canal System has been identified as being eligible for inclusion on the National Register of Historic Sites. The Canal System has a profound impact on the development of the nation and is a critical historic resource to protect and enhance. The Mother of Sorrows Church (now the Paddy Hill Library), located at 1785 Latta Road is listed in both the New York State and National Register of Historic Places. Greece does not have a local ordinance for the identification and survey of such structures. The Landmark Society feels there are many individual buildings and possible groupings of buildings or districts within the waterfront area that could qualify for State and/or national recognition.

- ▶ Manitou Beach/Old Elmhart Hotel area. Popular vacation resort in late nineteenth and early twentieth centuries.
- ▶ Bill's Point - earliest recorded landing site of French explorers.
- ▶ Grand View Hotel and Crescent Beach Hotel - popular resort hotels during the late nineteenth and early twentieth centuries.
- ▶ St. Mark's Church, Kuhn Road

The New York State Museum has identified areas known to be, as well as areas highly probable as, prehistoric sites with the Town of Greece. Areas known or thought to contain significant prehistoric sites are located in and around Cranberry Pond, Round Pond, along West Ridge Road and along the Erie Canal (between Elmgrove Road and Long Pond Road as well as that section of the former canal in the City of Rochester west of Mount Read Boulevard). The New York State Museum and the State Historic Preservation Office maintain data bases of known archeologic sites. Additional unknown sites may exist.

Due caution must be exercised not to allow new development to proceed anywhere in the town which would irrefutably disturb any site which might contain historical evidence of man's early occupancy of the land in the Town of Greece.

### **Scenic Resources**

The shores of Lake Ontario as well as the open water ponds and wetlands have long been recognized as having a great deal of aesthetic value. Splendid views of the Lake are available to the passing motorist from Lake Ontario Parkway as well as from Edgemere Drive and Beach Avenue. Many views of the Lake are obstructed by development of that strip of land between Edgemere Drive and the Lake Ontario shore.

The best views of the Lake from Edgemere Drive can be found opposite Round Pond, at the water treatment facilities and at the Slater Creek outlet. Parking is available at Slater Creek outlet. The Elmhart Hotel area offers scenic views both of the Lake and Braddock Bay. Other prime areas for viewing the Lake or ponds include:

- ▶ Lake Ontario from Braddock Bay State Park Breakwater and Beach
- ▶ Lake Ontario from various commercial areas such as Crescent Beach Hotel
- ▶ Lake Ontario from the Ontario Boulevard in Manitou Beach
- ▶ Ponds from Edgemere Drive and Lake Ontario State Parkway
- ▶ Braddock Bay from Braddock Bay Marina
- ▶ Lake Ontario from Beach Avenue near Little Pond/Slater Road
- ▶ Lake Ontario from the Lake Ontario State Parkway for approximately one half mile as it passes Braddock Bay
- ▶ Lake Ontario from Rose's Marsh Shore - access limited

The Erie Canal waterfront area also has significant aesthetic value and existing views should be protected and enhanced whenever possible. Views on the Canal, particularly the spill over near Junction Lock which is a small waterfall, are splendid. Also, views of the Canal along the multi-use trail and from the Long Pond Bridge have long site lines and are very naturalistic. The view of the orchards south of the Canal from the Greece Canal Park are pleasant and should be protected.

- ▶ Most existing scenic vista are underutilized due to the following:
  - ▶ Lack of signage indicating:
    - ▶ location
    - ▶ private vs. public frontage
    - ▶ historic interpretation
  - ▶ Lack of adequate parking
  - ▶ Lack of other access facilities including trails or walkways, fencing, guide books

Scenic quality should be protected in the sense that new developments of housing and commercial facilities should not interfere with existing views and vistas.



## Environmental Conditions

### Natural Resources & Habitats

The natural resources, fish and wildlife, scenic views and recreation were primary reasons for the popularity of the area for residential uses and tourism. However, the present character of the waterfront, settlement and growth patterns were directed by other natural features, such as geology, soils, topography and vegetation. The following will explain how the natural resources defined the area and provided for its growth and popularity.

#### *Water Resources*

##### *Lake Ontario*

One of the most significant natural resources for the Town of Greece is the Lake itself. The Lake makes possible the existence of resources such as fish and wildlife, scenic beauty, wetlands, municipal and industrial water supply and recreational activities such as boating, fishing and hunting.

The approximate mean elevation of the lake is 245' above sea level (U.S. Geological Survey) and the area of the lake is approximately 4,000 square miles. According to the 1995 datum, water surface elevation varies up to 2' in either direction and is controlled by the International St. Lawrence Board of Control created by the IJC (International Joint Commission). Greece has approximately 7.5 miles of lake shoreline excluding shoreline on the assortment of bays, ponds and streams adjacent to and feeding into the lake.

Water levels in Lake Ontario are affected by inflow from the upper Great Lakes; local inflow and precipitation; evaporation from the lake surface; and outflow from the lake. The latter began to be regulated in the late 1950's with the completion of the St. Lawrence Seaway Project, consisting of the Eisenhower and Snell locks, the Long Sault Dam and the Moses-Saunders Powerhouses and Dam. The locks allow enormous seagoing tankers to scale and descend the 80' water level differential created by the dams. Since the early 1970's, water supplies have been almost continuously higher than normal. As a result, the surface elevation of Lake Ontario has been almost continuously in the upper range of the most desirable four foot range ( 243.5 to 247.5) devised by the IJC and the ISLBC in the 1950's. Shorefront land owners (Riparian interests) fear that the continuously high levels, storms and sharp increases in water supplies will cause flooding and severe erosion. However, the Board of Control and the Corps of Engineers claim they have actually prevented flooding from taking place during the past few years and note that without the St. Lawrence control structures, water levels would at times have been approximately 18" above the actual.<sup>1</sup>

##### *Wetlands*

Both Federal and State designated wetlands exist within the LWRP areas. Wetlands have been mapped on the following figure. Many of the State and Federal wetland areas overlap. Prior to site specific actions the original State and Federal wetland maps should be referenced and field analysis performed.

The Braddock Bay Fish and Wildlife Management Area wetland is the most significant wetland complex within the LWRP boundary. The complex includes Braddock Bay itself, Cranberry Pond, Long Pond, Buck Pond and much of Round Pond. Wetlands are shallow with some deeper freshwater marshes. The dominant plant species tend to be more robust emergents such as cattail, sedges, and purple loosestrife. All of these marsh lands are directly associated with permanent open water areas and are being fed by streams from the south. Other marsh species that can be found include pond weed, various duckweeds, reed grass, water lilies, and bull rush. These are replaced on the higher and drier areas with dogwood, alder, willow, aspen, wild cranberry and red osier dogwood.

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<sup>1</sup>Information taken from the "Fact Sheet, Water Levels of Lake Ontario" published by the U.S. Army Corps of engineers, Buffalo District, Revised May, 1986

### Braddock Bay (GR-1-I)

Braddock Bay and its tributaries, Salmon Creek and Buttonwood Creek are contained in an area formally known as Braddock Bay Fish and Wildlife Management Area. Rose's Marsh, Cranberry Pond, Buck Pond and some of Long Pond are also located within the boundaries. The bay is shallow ( 4-5 feet deep) and marshy in many areas. Although it suffers from a shallow sand bar (resulting from lateral bottom drift) at the mouth of the bay, it remains an important small boat harbor. Submergent and emergent weeds are plentiful in the shore regions on this bay. It is a significant wildlife habitat.

The increasing pressure to develop the bay as a harbor and the threat of damage to this exceptional fish and wildlife habitat raises an important issue which will be discussed later in the analysis portion of this report. Some of the marsh land remains under private ownership and control; however, the majority, including Rose's Marsh, is contained within the Braddock Bay Fish and Wildlife Management Area. Wetlands in private ownership are located primarily south of Lake Ontario State Parkway.

### Cranberry Pond (GR-19-I), Long Pond (GR-20-I), Buck Pond (GR-21-I)

Cranberry Pond, Long Pond, and Buck Pond are also located in the park area. Cranberry and Buck Ponds are smaller, shallow bodies with extensive areas of marsh wetlands. All three ponds are accessible by small boats from the lake. Cranberry Pond also supports car top boating activities. A gravel and dirt boat launch area is located in the northwest corner of the pond. Single family housing lines the east and west sides of both Cranberry and Long Ponds. The area surrounding Buck Pond contains wetlands and is relatively underdeveloped.

### Round Pond (GR-22-I)

Round Pond falls partly within private property and partly in public property (preservation societies). Its north and east sides have been developed substantially by residential and industrial uses respectively. Round Pond also supports a substantial wetlands area to the west and south. Adjacent to Round Pond are three facilities important to supplying water to Monroe County and the City of Rochester. They are the Shoremont Water Treatment plant (County), and two Edgemere Drive Booster Stations. Monroe County Water Authority draws their supply of raw water from Lake Ontario through a shared 72' intake which has an estimated total capacity of 140 mgd. The city is under contract to receive water as needed. Eastman Kodak Co. owns and operates a water treatment facility nearby at the northeast edge of Round Pond on Edgemere Drive.

### Little Pond (GR-22-I)

Little Pond and Slater Creek are smaller, less important water resources. They do, however, serve as an outlet for water used for cooling at the Russell Power Station. The water discharged from the mouth of these streams is warmer than the lake water year round and supports a large number and variety of fish. It has become a popular fishing spot along the lake.

### Rose's Marsh (GR-17-I)

Rose's Marsh lies between the Payne Beach area and Braddock Point and is owned partly by New York State, Monroe County and private entities. It is divided into two fairly equal sized portions by the Lake Ontario State Parkway. It is 80% low aquatic shrub growth and small deciduous trees. It has one of the last remaining wild beach areas on the Lake Ontario shore. It is home to a great many species of waterfowl and song birds.

All wetlands listed above are designated Class I wetlands by the NYSDEC, which means that no disturbance is allowed in the wetland without a DEC permit. Any dredging, filling or alteration of wetlands and water bodies is regulated by the NYSDEC and the U.S. Corps of Engineers (they are empowered by the Federal Clean Waters Act Section 404) and permits are required for any such activity. In addition, the Environmental Protection Agency has the power to oversee and veto any Corps of Engineers activity to control development in or near wetlands and water bodies.

#### **Erie Canal Area**

The wetlands in the Erie Canal waterfront area are not as extensive as in the Lake Ontario waterfront area. All wetlands in the area are south of the Erie Canal between I-390 and Elmgrove Road. As mentioned above, all designated wetlands are regulated by the NYSDEC and/or the U.S. Corps of Engineers.

### ***Fish and Wildlife Habitat***

The State of New York recognizes Braddock Bay and Salmon Creek as a Significant Coastal Fish and Wildlife Habitat. The Braddock Bay and Salmon Creek Habitat was designated as a Significant Coastal Fish and Wildlife Habitat on October 15, 1987 by the NYS Secretary of State. (See Braddock Bay and Salmon Creek Habitat Narrative and Maps appended to this Inventory and Analysis Section of the LWRP.)

Braddock Bay and Salmon Creek comprise an approximate 5,000 acre fish and wildlife habitat within the Towns of Greece and Parma. The Braddock Bay and Salmon Creek area consists of large, shallow, open water areas (including Braddock Bay, Cranberry Pond, Long Pond, Buck Pond, and Round Pond), extensive freshwater wetlands (predominantly emergent marsh and submergent aquatic beds), forested and open upland areas, and approximately eight miles of Salmon Creek. Salmon Creek is a relatively large, medium gradient, warmwater stream, which drains approximately 70 square miles of relatively flat agricultural and rural residential lands. The habitat includes the segment of Salmon Creek from Braddock Bay to the Parma Center Road Dam, approximately two and one-half miles southwest of the Village of Hilton. The habitat includes all of the Braddock Bay Fish and Wildlife Management area which is jointly administered by the Town of Greece and the New York State Department of Environmental Conservation based on a management plan prepared in 1981 by the DEC. The Management Plan addresses the establishment of additional acreage of nesting cover for waterfowl, the protection of critical spawning habitats for pan and game fish and the enhancement of habitat for indigenous wildlife species. In addition, the plan calls for increased public use in the form of hunting, trapping, fishing, boating, bird watching, nature study and conservation education consistent with the overall objectives of the plan. The Department of Environmental Conservation's Bureau of Wildlife is specifically concerned with many activities and conditions in the Braddock Bay Fish and Wildlife Management Area, including:

- ▶ Maintaining nesting and feeding habitats.
- ▶ Raptor migration (birds of prey) - approximately 50,000 pass through the area each spring.
- ▶ Purple loosestrife control - populations are increasing annually.
- ▶ Dredging (the Town of Greece is permitted to maintain a depth of 4 feet for access to Braddock Bay.)
- ▶ Pot hole digging, photography blinds, and other wildlife enhancement measures.
- ▶ Acquiring property south of the Parkway.
- ▶ Water quality, especially regarding fishery areas.
- ▶ Fishing access facilities.

Braddock Bay and Salmon Creek comprise one of the largest and most important coastal freshwater wetland complexes in New York State. This area supports large concentrations of many fish and wildlife species, and provides outstanding opportunities for human use of these resources.

Throughout the year, Braddock Bay is a major concentration area for many species of migratory birds. From late winter through early spring, large concentrations of waterfowl congregate in the bays, including such species as canvasback, redhead, greater scaup, and Canada goose. Northern harriers (T), rough-legged hawks, short-eared owls (SC), and snowy owls commonly winter in the bay area. Probable or confirmed nesting species at Braddock Bay include green-backed heron, northern harrier, black tern (SC), least bittern (SC), American bittern, sedge wren (SC), Henslow's sparrow (SC), grasshopper sparrow (SC), eastern bluebird (SC), mallard, blue-winged teal, wood duck, Virginia rail, sora, common moorhen, and marsh wren. The abundance and diversity of breeding birds in this area is rare in the Great Lakes Plain ecological region. Extremely large numbers of hawks, herons, waterfowl, shorebirds, warblers, and other birds pass through the area during their spring and fall migrations. Approximately 60,000 raptors were observed moving through the Braddock Bay area during the spring of 1984 and 70,000 raptors during 1985, including bald eagle (E), golden eagle (E), and osprey (T).

Other fish and wildlife species found in Braddock Bay and Salmon Creek include muskrat, mink, and raccoon. These species are important for recreational trapping by local residents. Also found here are Jefferson salamander (SC) and spotted salamander (SC). A very diverse fishery exists in Braddock Bay and Salmon Creek. Warmwater fish species present include white sucker, smallmouth bass, largemouth bass, white perch, and brown bullhead. The bay provides one of the few areas on western Lake Ontario where northern pike and largemouth bass spawn. Coldwater fish species found in the bay and in Salmon Creek include chinook and coho salmon, brown trout, and steelhead (lake-run rainbow trout). These salmonids migrate into Salmon Creek to spawn (although unsuccessfully in most instances) between late August and December. In addition, steelhead migrate into the creek again between late February and April. Seasonal runs of salmonids occur as far inland as Parma Center Road dam, which is the first impassable barrier to fish. Salmonid concentrations in Salmon Creek are the result of an ongoing effort by the NYSDEC to restore the Great Lakes salmonid fishery through stocking. Approximately 10,000 steelhead were stocked in the creek in 1984, and chinook salmon may be reproducing naturally in the creek. Populations of coho and chinook salmon have been growing due to the stocking programs, however, the ability of these species to maintain populations on their own is still in question.

Recreational opportunities available in Braddock Bay and Salmon Creek include birdwatching, trapping, waterfowl hunting, and fishing. Braddock Bay is a major spring hawk-watching and year-round birdwatching area in western New York. The Wildlife Management Area provides easy access for people to use the fish and wildlife resources. Anglers from throughout the Rochester metropolitan area are attracted to the salmonid fisheries in Salmon Creek. Braddock Bay provides a productive warmwater fishery, but is more often used as a motorboat access site for fishing in Lake Ontario.

## **Flooding and Coastal Erosion Hazard Areas**

### ***Flooding***

Flood zones exist around all streams, and most of the major wetland areas within the town. In order to mitigate adverse effects upon new development due to flooding, the town should pursue a policy of acquiring title to state regulated wetland areas and easements to most of the areas adjacent to streams for flood control in those areas of the town which are still predominantly undeveloped. Such a policy could also be undertaken in the developed portions where such action is feasible.

Shorefront homeowners, neighborhood organizations, local governments and others consider the possibility of severe flooding and erosion along the shore of Lake Ontario a problem that needs immediate attention. In March 1973, When Lake Ontario was at a very high level, a severe storm caused extensive damage to shorelands and structures on the coast. Since that time, the Lake's water levels have been more often higher than the level established as proper for regulation than not. Water level is regulated by the International St. Lawrence River Board of Control (SLRBC). Shore property owners claim that:

- ▶ SLRBC favors navigation and electric power interests; and
- ▶ Lake level regulation plans should be re-examined.

Wave and wind action force the deposit of sand and other materials into Braddock Bay and along the shore in sand bars. These materials keep the bay shallow and often fill in the channel leading from the Lake to the Bay. Soils from channel dredging were used to make a beach along the breakwall protecting Braddock Bay marina. The beach has since disappeared and most of the material has been deposited in the Lake just off shore. Dredging may be needed in the future. The ecology of Braddock Bay should be considered before locating the channel of dumping soils.

The loss or displacement of land along coastlines is called coastal erosion. According to the New York State Department of Environmental Conservation (NYSDEC) coastal erosion "is a natural phenomenon, an endless redistribution process that continually changes beaches, dunes and bluffs". Natural forces such as waves, ice, rainwater and wind all move soil, sand and rock along shorelines causing them to displace and even completely erode away. Construction and other human activities can accelerate coastal erosion. The Coastal Erosion Hazard Areas Act, Article 34 of the Environmental Conservation Law has helped regulate and manage coastal erosion but it remains a serious environmental issue.

Coastal erosion is an important environmental concern in western New York State. According to NYSDEC there are over 800 miles of coastline in New York State. The most critical area is along the south shore of Lake Ontario. The NYSDEC Town of Greece Coastal Erosion Hazard Area Maps indicate that the much of the Lake Ontario shoreline is eroding at a rate between 1.0 and 2.0 feet per year. Several areas have been classified by the NYSDEC as a natural protective feature area and/or a structural hazard area. A natural protective feature area is defined as the "nearshore area, beach, bluff, primary dune, secondary dune, or wetland, and the vegetation thereon". Natural protective feature areas help protect other lands from erosion and high water. Structural hazard areas are "located landward of natural protective features and have shorelines receding at a long-term average annual recession rate of 1 foot or more per year". Both of the areas stated above have regulated activities that might require a coastal erosion management permit.

### **Woodlots**

Woodlots are located primarily south of the Lake Ontario State Parkway. These are intermixed with the active and abandoned agricultural lands and are frequently associated with the poorer soils. Many woodlots are located along creeks and wetland areas. Some substantial woodlots are also located south and west of Round Pond and southwest of Cranberry Pond. Most of the woodlots are characterized by the presence of swamp maple - basswood - ash species with some beech and maple species also.

Forests are fairly mature with many trees 18" or greater in diameter. Woodlots north of the expressway are moderately utilized for recreational use. South of the parkway are woodlots with a large variety of characteristics including size, types of trees and uniformity of species. Orchards and pine and spruce plantations as well as woodlots similar to those described above can be found here. Pine and spruce plantations occupy all or part of woodlots.

### **Steep Slopes**

The topography of the waterfront area is generally low and flat with some slightly higher areas that have been fully or partially developed. The highest point in the waterfront area is approximately 76 feet above the Lake level, located near the corner of Frisbee Hill and North Greece Roads. Areas along the Erie Canal also contain areas of steep slopes.

The public purpose to be served by protecting areas of steep slopes and highly erosive soils goes beyond that of maintaining natural beauty and important wildlife habitat. Water quality in the Town of Greece will depend, to a large extent, on the use of effective erosion and sediment control practices in land development.

## **Soil & Geology**

Underlying bedrock for the vast majority of the waterfront site is in excess of 6 feet below ground surface. Areas where bedrock is less than 6 feet beneath the surface total less than 5% of the total area of the waterfront.

Four generalized soil groups are distributed throughout the waterfront area base on the limitations they present to development of underground utilities, homesites, streets and parking:

Collamer (CIA, CIB, CmB), Galen (GaA, GaB), Hudson (HuB), Claverack (CkB), Appleton (ApA), Ontario (OnC, OnB), Arkport (ArB), and Hilton (HIA, HIB) soil types. These soils offer few limitations because they have a lower water table and are moderately well drained. They are suitable for manmade use and development in the waterfront area.

Manmade soils (Mb). These areas have already been altered by man. Soil is variable.

Niagra (Ng), Canandaigua (Ca), Rhinebeck (Rb) soil group, EE Eell, (Cv) Cosad, DuD3 (Dunkirk) characterized by seasonal or prolonged high water tables. These are poorly drained soils that offer moderate limitations to manmade use and development.

Freshwater Marsh (Fw), Lake Beach (Lb) soils. These soils are not developable in existing form and would require substantial alteration such as draining and/or filling in order to become usable.

## **Air Quality**

Air quality requirements for the Greece Waterfront Area and for the entire Modeling area of which it is part (including much of Western Monroe County) are being met regularly. The first permit under new regulation for air pollution control was issued to Eastman Kodak Co. in 1984 for some boilers it operates in another part of the Town of Greece. Rochester Gas & Electric Corporation's Russell Station also operates under permit and air quality standards for the entire Modeling area have been within the limits since measurement began. All new industrial or commercial developments must comply with air quality control regulations as enforced by the NYSDEC.

## **Water Depth**

Water depth in the Lake Ontario Focus area vary significantly. The Lake Ontario shoreline has a relatively consistent water depth gradient reaching 8' to 10' within 1,000' of shore and exceeding 20' in depth within 3,000 feet of shore. The Braddock Ponds are generally shallow ponds with maximum depths in the range of 16' to 20'. Channels draining the Ponds into Lake Ontario are generally shallow (2' to 6') and must be maintained for normal recreational navigation.

The Erie Canal was built with a proposed water depth of 12' for the central 75' section. The majority of the Erie Canal segment through the Town of Greece is not regularly maintained and may have had some erosion and silting since its construction.



## Water Quality

The abundant water resources of Lake Ontario are an asset to the Town of Greece as well as Monroe County and New York State for tourism, fish and wildlife habitat, contact recreation, municipal and industrial water supplies and wastewater treatment.

Problems do exist in terms of water quality in the Greece Waterfront Area:

- ▶ Sewage discharges into Braddock Bay or streams feeding into it (Salmon and Buttonwood Creeks) may be in excess of what the water is capable of accepting naturally without upsetting the balance of nutrients. Assertions have been made that algae blooms and submergent weed growth have been enlarged as a result of this type of pollution. Long Pond, Buck Pond, and Round Pond apparently suffer the same problem to various degrees. Continuing efforts by the Town of Greece to tie existing homes with septic systems into sanitary sewers as they become available should help to limit this problem.
- ▶ Agricultural run-off such as topsoil and silt, fertilizers, pesticides and other chemicals, and livestock waste material continue to be a problem affecting aquatic plant and animal population densities.
- ▶ The NYSDEC and the Monroe County Health Department regulates the issuance of permits to various entities including businesses, residences and institutions that discharge untreated waters into natural water bodies. Among those that have been issued permits in the Waterfront Area are the following:
  - ▶ Monroe County Water Authority for water treatment backwash into Round Pond.
  - ▶ Russell Station for coal pile leachate drainage into Slater Creek
  - ▶ High Acres landfill
  - ▶ Various homes and restaurants along Larkin, Salmon and Northrup Creeks
- ▶ The Northwest Quadrant Treatment Plant located off of Payne Beach Road is owned by Monroe County and operated under permit from the NYSDEC for discharge levels of various quality characteristics such as B.O.D. (Biological oxygen demand), suspended solids, pH, fecal coliform, phosphates, settleable solids, and other forms of measurement.
- ▶ There are no known hazardous waste sites in the Greece Waterfront Area; however, the Environmental Management Council of Monroe County has identified eight confirmed or possible waste/dumping sites in the area. They are:
  - Site 1: Sludge from Northwest Treatment Plant and fly ash from incinerators: Late 1970s to present.
  - Site 2: Municipal Landfill, 1951-1979: now used for brush, branches and leaves collected in the annual Town-wide Clean-up program.
  - Site 3: Tree and brush dump, 1979 only.
  - Site 46: Fly ash from Russell Power Station, 1951-1975.
  - Site 47: Unknown, 1961.
  - Site 48: Unknown, 1961.
  - Site 51: Construction and demolition debris, 1970-1979.
  - Site 52: Unknown, 1951.

The Town of Greece currently subscribes to Monroe County's Best Management Practices for Stormwater Management, implementing the practices through their Site Plan and Subdivision review processes. The Town also references the New York State Guidelines for Erosion and Sediment Control. The United States Environmental Protection Agency is preparing to adopt the Storm Water Phase II Rule and MS4 storm water management program that is intended to improve waterway quality. The program would be implemented locally by either Monroe County or the Town of Greece through a local ordinance.

## Infrastructure

### Streets and Highways

The Town of Greece contains highways and streets that are classified in a number of ways to facilitate the issues of maintenance and funding for capital improvement projects. Three highways contain a National Highway designation: I-390, Ridge Road (SR-104) and the Lake Ontario State Parkway (from I-390 to Lake Avenue). These and the roads / streets discussed in the next paragraph are those that are eligible for Federal Aid for reconstruction or widening. The remaining roads / streets would rely on purely local (County, Town etc. ) funding.

All roads that are classified as Federal Aid Roads are classified according to function. These categories range from Interstate Highways to Collector Streets. In general, access opportunities are low and traffic volumes are high for Interstates. At the opposite end of the scale, access opportunities are high and traffic volumes *should* be low for collector streets..

The following table lists Federal Aid Roads by classification and the number of lanes:

<b>Table: - Functional Classification (Federal Aid Roads)</b>
<b><i>Urban Principal Arterial Expressways</i></b>
▸ Lake Ontario State Parkway (4 lanes)
▸ I - 390 ( 3-4 lanes north of Vintage Lane)
<b><i>Principal Arterial Streets</i></b>
▸ SR 104 ( 3 to 4 lanes west of 390, 5 lanes -east of 390 )
<b><i>Minor Arterials</i></b>
▸ Manitou Beach Road (2 lanes)
▸ Frisbee Hill Road., East Manitou Rd.(2 lanes)
▸ Latta Road (2 lanes)
▸ Mill Rd. (2 lanes), Vintage Lane (3 - 4 lanes), Dorsey Rd. (2 lanes)
▸ Maiden Lane (east of Long Pond) (2 - lanes)
▸ Ridgeway Ave. (2,3,4 lanes)
▸ Manitou Road (2 - lanes)
▸ Long Pond Road (2,3,4 lanes)
▸ Lee. Rd. / Latona Rd. / Fetzner Rd. (2,3,4 lanes)
▸ Stone Rd. (2 lanes)
▸ Dewey Avenue (South of Latta Road) (3,4 lanes)

***Collectors***

- ▶ North Greece Road (2 lanes)
- ▶ North Ave. (2 lanes)
- ▶ James Rd. ( 2 lanes)
- ▶ Island Cottage Rd. ( 2 lanes)
- ▶ Dewey Ave. (North of Latta Road) (2,3,4 lanes)
- ▶ Beach Avenue (2 lanes)
- ▶ Peck Road (2 lanes)
- ▶ English Road (2,3,4 lanes)
- ▶ Maiden Lane (west of Long Pond) (2 lanes)

***Active Railroads***

One active railroad now serves the Town of Greece. This railroad enters from the City of Rochester in the Charlotte Area. The current primary use of this line is the delivery of coal to Russell Station. This route has been acquired by CSX Corporation (CSX) and Norfolk Southern (NS) from Conrail. This route is a Class I route meaning that it has an annual revenue of greater than \$ 250 million. Class II carriers have revenues between \$ 20 million and \$ 250 million. Class III carriers include most of the short line railroads in the area.

***Abandoned Railroad Rights of Way***

The primary abandoned ROW in the Town of Greece is the former New York Central Hojack Line that extends from the active rail lines to Russell Station to the west through the neighboring Towns of Parma and Hamlin. Some portions of this Row are reputedly owned by RG&E and may include use for power lines.

A second abandoned ROW extends north from the active spur line that terminates just below Stone Road. This abandoned northern spur extends across the Lake Ontario State Parkway on a bridge that may soon be removed as part of the Stutson Street Bridge Project. This bridge is scheduled to be removed unless maintenance is formerly taken over by some entity. The potential uses of the bridge include a trail or roadway.

A number of tracks exist along side the rail lines that lead to Russell Station. These tracks (approximately 4) were in use when rail was fully active at the Port Area. Some of these rails are not used and others are only infrequently used to store coal cars. The potential reuse of the land now covered by 2 to 3 of these tracks as a new connector road was discussed in the Rochester Local Waterfront Revitalization Program Update recently completed by the City of Rochester. This connector road would allow vehicles to enter and exit from the Port of Rochester area without using Lake Avenue. The connection would then be made to Greenleaf Blvd which has a ramp connection to the Lake Ontario State Parkway.

***Public Bus System***

The Town of Greece is presently served by a number of bus routes. The primary routes serving waterfront areas include Route numbers 1, 10, 14, and 15. Route 1 only travels as far west as Island Cottage Road and therefore the western half of the waterfront area is not served by buses. Due to the fact that parking is unavailable or at a premium in the waterfront areas, alternatives such as buses or local shuttle buses need to be evaluated.

Route number 96 is a park and ride bus route that extends through N. Greece / Parma / Hilton / Hamlin and Clarkson. The Parking lots for this route within the Town of Greece is located at Ridgemont Plaza.

### ***Existing Parking***

Major Shopping Plazas comprise the bulk of the available land area that is designated as parking lot. These areas are privately owned and maintained and are intended (with few exceptions) for the use of patrons.

Parking for the general public is located at public parks and along some streets. Public parking along the waterfront areas is limited. At this time, the following areas offer limited parking for the use by non residents:

- ▶ Braddock Bay State Park (paved parking lots). A portion of this parking is used for the marina.
- ▶ Small parking area (16 spaces) near the northeast corner of Cranberry Pond. This parking area is paved and is located next to a pump station.
- ▶ An extra wide gravel shoulder area along Edgemere Drive along Long Pond. This is one of the few areas along Edgemere Drive that is not signed as "No Parking Allowed."
- ▶ Channel Park near the intersection of Long Pond Road and Edgemere.
- ▶ A small gravel area on the south east bank near the outlet of Buck Pond. The area is not curbed or protected with guard rail.
- ▶ Edgemere Drive along Round Pond has been widened to provide shoulders and some limited parking.
- ▶ A paved parking lot at the mouth of Slater Creek provides approximately ( \*\* ) spaces. This fishing spot is very popular due to the warm water discharge from Russell Station.

Even with these parking, many fishermen park illegally along Edgemere Drive in order that they can be located to their fishing spots. The hazard is that most of the remaining shoulders in the area are very narrow and the possibility of a pedestrian getting hit is high.

Possible locations for additional parking include:

- ▶ Enlarging the parking area at Slater Creek and providing a shuttle bus service to drop off fishermen at various locations.
- ▶ The Town could acquire one or two vacant parcels that are for sale along Round Pond.
- ▶ The land including the former Island Cottage Hotel could be acquired for use.
- ▶ A short (1000 ') loop of road on the east side of Island Cottage Road could be widened to provide parking spaces. This area a sign labeling it as Lake Plains Water Foul Association.
- ▶ The shoulders on Edgemere Drive along Long Pond could be widened to allow parking. Some utility poles would have to be moved and possibly guardrail to provide added width. A site specific study to determine the number, location and features of parking should be performed. Impacts to adjacent residential properties should be minimized.
- ▶ A parcel with a former small convenience store at the intersection of Long Pond Road and Edgemere Drive could be acquired for use.
- ▶ The existing parking areas at Braddocks Bay State Park could be modified and enlarged to provide shuttle service to various areas.

### ***Existing On Street Bicycle Routes and On-Street Bike Routes***

#### ***On - Street Bicycle Routes***

- ▶ The Seaway Trail Bicycle Route is now designated for the shoulder area of the Lake Ontario State Parkway. At least Two bicycle fatalities have occurred within the last 10 years as a result of being struck while riding along the shoulders on this highway. The speed limit is posted for 55 mph, however many cars travel at a greater rate of speed along this roadway.

#### ***Multi - Use Trails***

- ▶ Route 390 Trail - Greece
- ▶ Erie Canal Heritage Trail

***Future Transportation Projects Being Considered:***

<i>New York State Department of Transportation</i>	
<b>Project Location</b>	<b>Target Construction Date</b>
I-390 (South of 104)	to be determined based on funding
<b>Monroe County Capital Improvement Program</b>	
<b>Project Location</b>	<b>Target Construction Date</b>
Lowden Point Road Bridge / Cranberry Pond Outlet	2001
North Greece Rd. Bridge	2003
Long Pond Road (Section 5) - Larkin Creek / LOSP	2003
North Greece Rd. Bridge / Larkin Creek	2004
<b>Town of Greece Capital Improvement Program</b>	
<b>Project Location</b>	<b>Target Construction Date</b>
Janes Rd. - Entire Length (ISTEA)	2001, 2002
Ling Road (including drainage)	2002
Additional misc. road improvements are part of the Town of Greece Long Range plan.	

**Water System**

The water distribution system in the Town is owned and operated by the Monroe County Water Authority. The water is obtained from Lake Ontario and is treated at the Shoremont Water Treatment Facility located north of the Lake Ontario State Parkway near Dewey Avenue.

The water pressure appears to be generally adequate in the service areas.

**Sanitary Sewer System**

The Town of Greece owns and maintains most of the collector sewers in the Town. These collectors feed large interceptor sewers (and forcemains) which carry the flows to the sanitary treatment plant located north of Manitou Beach Road in the northwestern corner of the Town. The interceptors and treatment facility are owned and operated by Monroe County and are part of the Northwest Quadrant Pure Waters District.

The two major interceptors which serve the Town are called the East-West Interceptor and the North-South Interceptor. The East-West Interceptor begins near Latta Road, east of Dewey Avenue at a pump station. The forcemain and remaining portions of the interceptor generally follows the Lake Ontario State Parkway west.

The majority of the developed areas in the Town is are sewered. Most of the non developed areas are up-gradient of existing sewer mains and could be connected to existing sewers when a new development is constructed. Two areas are already developed and are down-gradient of any existing sewers. A Facility Plan prepared by Seelye, Stevenson Value and Knecht, Inc. in 1976 included preliminary design of a combination pumpstation / forcemain / gravity sewer system to serve the Manitou Beach and Salmon Creek areas. At the present time, the homes in this area are served by septic systems. Given the fact that many of the homes are located along the northern edge of the environmentally sensitive Braddocks Bay Area, a more detailed design and ultimate placement of sanitary sewers is strongly warranted.

**Demographics & Housing****Population**

Historically, the period of greatest population growth in the Town of Greece was from 1960 to 1970, when the town grew 54.4% from 48,670 in 1960 to 75,136 in 1970 (see Table \*). Between 1970 and 1980, Greece grew 8.3% to a population of 81,367. In 1990, the town had a population of 90,106, and a growth rate of 10.7%, according to US Census data. By comparison, the growth rate in Monroe County between 1980 and 1990 was 1.7%. The 1996 estimated population for the Town of Greece is 95,200.

**Town of Greece Population Changes**

Year	Population	Percent Change	% Change/Year
1960	48,670	---	---
1970	75,136	54.4%	5.4%
1980	81,367	8.3%	0.8%
1990	90,106	10.7%	1.1%
1996 (est)	95,200	5.7%	1.0%

Household size is declining in Greece, as it is in the nation as a whole. In 1970, average household size in the town was 3.38 persons. It declined to 2.79 in 1980 and to 2.66 in 1990 (U.S. Census). At the same time, the number of housing units in the town increased from 29,531 in 1980 to 34,633 in 1990, an increase of 17.3%. This data reflects a trend toward fewer children per family and more independent households. Also mirroring national trends, age distribution is changing in Greece. The most striking aspect of this trend is the expected growth among those 65 and older. This group formed 9% of the population of Greece in 1980, and 12.7% in 1990. It was estimated that this age group would constitute 13.2% of the town's population in 1984 (National Planning Data Corp.). This trend is expected to impact future housing development to meet the growing needs of this segment of the population.

### **Household Income**

Average household income in Greece in 1989 was estimated to be \$42,282. This is considerably higher than the NYS average of \$38,791, and also higher than the Monroe County Average of \$40,722.

Sixty percent of Greece households had incomes over \$35,000, as compared to only 52% of Monroe County households and 44% of NYS households. Over 50% of the households in Greece had incomes between \$35,000 and \$74,999 in 1989. This is also a higher percentage than for comparable groups in Monroe County or the state as a whole, which had 41% and 33% in these income ranges, respectively.

### **Personal and Family Incomes**

Median family income for the Town of Greece was \$45,391 in 1989, according to the 1990 Census. Per capita income in Greece was \$16,525.

Historically, the Rochester region has had higher average per capita and family incomes than the U.S. as a whole. The gap is narrowing, however, and it is estimated that the region's 1970 edge of 13% in per capita income decreased to 11% in 1975 and continued to decrease to 7% in 1984.

The region's growth in per capita income is expected to continue to slow: over the past 15 years, it grew at a 1.4% annual rate, and the projection for the period from 1985 to 2000 is for yearly growth to average 1.3%. This compares to a projection of 1.6% growth per year for the nation as a whole. By the year 2000, it is predicted that the five county Rochester region per capita income will be \$17,434, slightly less than the \$17,641 predicted for the U.S. as a whole. It is expected that per capita income in Monroe County, however, will still be higher than in the U.S., at \$18,639.

Family income is rising at higher rate than per capita income. Regional growth in family income varied from 5.5% of 5.7% annually between 1979 and 1986. When adjusted for inflation, family income remained virtually unchanged during this period, although this should be viewed in the context of the decline in family size. Declines in the rate of income growth are attributed to the shift from manufacturing to service employment, and this is a trend which is expected to continue.

Younger families (those with heads between 15 and 34) and families whose heads are 55-64 have been experiencing below average growth in income. This may be attributable to a large proportion of younger workers being employed in the service and trade sectors and the national phenomenon of early retirement among those in the 55-64 year old age group.

### **Housing Units and Tenure**

According to the 1990 Census, a total of 33,572 housing units existed in the Town of Greece in 1990. Older existing houses in Greece tend to be small and on small lots in the older, eastern sections of the town; newer houses tend to be larger in size, on larger lots, in the middle and western sections of the town.

The greatest growth in housing units in Greece occurred between 1960 and 1970 with an increase of 65% over the period. Between 1970 and 1980, the number of housing units increased 30%, and between 1980 and 1989, they increased another 18%.

While the City of Rochester has consistently had about half owners and half renters, Greece and the county as a whole have had considerably more owners. The percentage ownership in Greece was highest in 1960, when 89.3% of the housing units in the town were owner-occupied. Between 1960 and 1980, a tremendous number of apartment units were built in the town so that by 1980 only 71% of the housing units were owner-occupied.

Since 1980, over 95% of the housing units constructed in Greece have been single-family homes. According to the 1990 Census, 73.4% of the housing units were owner-occupied in 1990.

### Number and Value of Housing Units

Housing Units	Town of Greece		Monroe County	
	Number	Percentage	Number	Percentage
Total	34,633	100.0%	285,524	100.0%
Owner Occupied	25,412	73.4%	176,927	62.0%
Rental	8,160	23.6%	95,017	33.3%
<b>Value</b>				
< \$50,000	357	1.5%	7,867	5.1%
\$50,000 - \$99,999	14,367	60.1%	89,905	57.8%
\$100,000 - \$149,000	7,067	30.0%	38,566	24.8%
\$150,000 - \$199,999	1,491	6.2%	11,221	7.2%
\$200,000 - \$299,999	490	2.1%	5,764	3.7%
\$300,000 >	115	0.05%	2,102	1.4%
Lower quartile	\$ 77,500	---	\$ 72,200	---
Median	\$ 92,900	---	\$ 90,700	---
Upper quartile	\$116,800	---	\$119,200	---

\* Notes: Percentages of owner-occupied and rental housing units do not add up to 100%, due to vacant units. Values shown are based on owner-occupied units only.

### *The Single-Family Housing Market*

About 2,300 houses have been sold in Greece over the past several years. During this time, the number of new homes constructed each year has varied from 544 (1987) to 368 (1989) to 285 (1991).



Greece residents are very loyal when it comes to relocating. Records in the Town Assessing Department indicate that many of the houses old in Greece are purchased by families already living in town (a positive indication of resident satisfaction). Most of the larger, newer houses are sold to families who are "upgrading" and wish more space. Smaller, existing houses are often sold to young couples and "starter" families from Greece or from the City of Rochester.

House prices in the town in 1989 ranged from an average of \$90,100 for existing houses to an average of \$150,000 for new houses. Greece has historically had the highest number of new housing starts per year in Monroe County, accounting for an average of 18% to 19% from 1986 to 1995. However, in 1996, housing starts in Greece represented less than 15% of the activity in the County.

Prices in Greece more than doubled from 1978 to 1988. This is slightly less than in all the municipalities in Monroe County, but more than the 75% increase for the U.S. as a whole. At \$90,103 in 1989, the average existing home in Greece is more affordable compared to the average home in all towns in Monroe County (\$106,971), and more expensive compared to the average home in the City of Rochester (\$63,757).

According to the Rochester Home Builders Association, new house prices in Greece have been going up steadily. While houses are still more affordable in Greece than in the traditionally more expensive suburbs to the east of Rochester, that gap is narrowing over time.

### ***Housing Affordability***

According to the National Association of Realtors, buyers in 1989 could afford to purchase houses which cost 2.92 times their annual income. At that ration, the average existing house in Greece selling at \$90,100 requires an annual income of \$30,634. The average new house, at \$150,000, requires a yearly income of \$51,000.

The average household in Greece, with an income of \$42,282, can afford to pay \$123,463 for a house. This level of annual income would easily allow for the purchase of the average existing house in Greece, or alternatively, a relatively small new house. The average new house, at \$150,000 could be purchased by over one-third of the households in Greece (those with incomes over \$51,000).

## **Business Opportunities & Market Needs**

In this section economic conditions and trends in Greece and the region as a whole are discussed. Data from the 1992 Economic Census is presented where available for the Town of Greece.

Other business statistics, not available at the town level, are based on 1989 information for zip codes 14606, 14612, 14615, 14616, and 14626 which include all of Greece except for the relatively undeveloped sections in the northwest (roughly west of Flynn Road and north of Mill Road). Zip codes 14606 and 14615 also include portions of the City of Rochester, roughly south to Lyell Avenue, east to the Genesee River, and north to the Holy Sepulcher Cemetery. Since these zip codes include Kodak Park and the Kodak Distribution Center in Greece, it was judged particularly important to include them in any discussion of business in Greece.

### **Economic Base**

There were over two thousand businesses in Greece in 1989. Almost one-quarter of them were manufacturing/industrial. Another 20% were in retail trade. This data reflects two important factors in the economy of the Town of Greece - Eastman Kodak and the heavy concentrations of shopping centers. The percentage of people employed in manufacturing/industrial and commercial workplaces was much higher in Greece than in Monroe County as a whole, and New York State, as shown below:

Percent of Workforce (1989)		
	Manufacturing/Industrial	Commercial
Town of Greece	57%	29%
Monroe County	42%	23%
New York State	29%	26%

Total annual payroll in Greece was over \$1.36 billion in 1989. Average payroll per employee was \$25,479. This is higher than payroll per employee in Monroe County as a whole (\$24,907) but lower than the NYS average (\$26,139).

### **Retail Sales**

Annual retail sales in Greece are estimated at almost one billion dollars (\$977,7871,000) for 1989. Of these, 32% were made in "GAF" stores (those specializing in the type of merchandise stores, apparel and accessory stores, home furnishings and equipment stores, and miscellaneous specialty shopping goods stores). Forty percent of retail sales in Greece were made in durable goods stores, (building materials, motor homes, automotive dealers, furniture, home furnishings and equipment, and other durable goods, including books, jewelry, sporting goods, photo equipment and luggage).

As a comparison, GAF stores made up 26% of all sales by dollar volume in Monroe County and 28% in New York State. Greece, at 32%, reflects the greater concentration of department-type stores. Durable goods sales are proportionately higher in Greece (40%) than in the state (35%), but lower than in the county as a whole (42%).

### **Labor Force**

Like most of the nation, the Rochester region experienced a surge in population with the baby boom which followed World War II (1945 - 1965). Economically the region continued to grow between 1960 and 1970 due to a surge in the number of jobs available which brought about unprecedented in-migration. Between 1970 and 1985, employment grew further because the baby boom population reached working age and also because increased numbers of women joined the labor force.

The 1985-1990 period saw continued regional labor force growth as the tail end of the baby boom entered the labor force. After 1990, however, the "baby bust" generation, born in 1970's will begin their working lives, causing continued growth in employment to depend upon an increase in migration from elsewhere and/or an increase in labor force participation rates (among senior citizens, for example).

### **Employment**

The work force in the Town of Greece is traditionally defined as being either white collar or blue collar. White collar workers are those who are salaried and work in professional and clerical type activities (i.e., office management). Blue collar workers are those who are generally hourly wage earners and work in production oriented activities (i.e., manufacturing).

Employment in Greece in 1989 was approximately half white collar and half blue collar (49.7% and 49.6%, respectively). This contrasts to Monroe County and New York State as a whole, both of which, at 60%, have a larger proportion of white collar workers.

The Rochester region, like the nation as a whole, is experiencing a shift in employment from manufacturing to service-related businesses. Among the implications of this trend is less longevity for individuals within jobs as manufacturers hire fewer permanent full-time workers and rely instead on temporary, contract and part-time employees.

The following regional trends in employment through the year 2000 are predicted by the Center for Governmental Research.

- ▶ Employment growth in 1990-1995 will accelerate from the 1985-1990 pace of 3,500 jobs per year to 4,200 jobs/year and in 1995-2000 to 4,700 jobs/year.
- ▶ Employment growth will be confined to non-manufacturing businesses. Service employment will experience the highest growth.